

# LAIT: Internal Stakeholder's Engagement & Comm.



Here identify >=3 key internal in the curriculum transformation process, and complete the stakeholder engagement plan below for the stakeholder selected.



| Internal Stakeholder 1 | Influence level | Interest level | Desired stakeholder outcome | Communication Channels | Key Messages Frequency | Information | Type | Risks | Resources | Metrics & Evaluation |
|------------------------|-----------------|----------------|-----------------------------|------------------------|------------------------|-------------|------|-------|-----------|----------------------|
|                        | Very high       | Leading        |                             |                        |                        |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                        |                        |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                        |                        |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                        |                        |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                        |                        |             |      |       |           |                      |
|                        |                 |                |                             |                        |                        |             |      |       |           |                      |
| Internal Stakeholder 2 | Influence level | Interest level | Desired stakeholder outcome | Communication Channels | Key Messages Frequency | Information | Type | Risks | Resources | Metrics & Evaluation |
|                        | Very high       | Leading        |                             |                        |                        |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                        |                        |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                        |                        |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                        |                        |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                        |                        |             |      |       |           |                      |
|                        |                 |                |                             |                        |                        |             |      |       |           |                      |
| Internal Stakeholder 3 | Influence level | Interest level | Desired stakeholder outcome | Communication Channels | Key Messages Frequency | Information | Type | Risks | Resources | Metrics & Evaluation |
|                        | Very high       | Leading        |                             |                        |                        |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                        |                        |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                        |                        |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                        |                        |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                        |                        |             |      |       |           |                      |

**Digital channels** – social media, email, website, blogs, messaging apps, WhatsApp  
**Interpersonnal channels** – face-to-face/virtual meetings, conferences, video-conferencing, networking events

**Oral meeting channels**  
**Other channels** – launch or webinar

**Traditional channels** – print media, brochures, broadcast, direct mail  
**Events** – public relations, media or press releases, partnerships

# LAIT: External Stakeholder's Engagement & Comm.



Here identify >=3 key external in the curriculum transformation process, and complete the stakeholder engagement plan below for the stakeholder selected.



| External Stakeholder 1 | Influence level | Interest level | Desired stakeholder outcome | Communication, Key Messages |           |             |      | Risks | Resources | Metrics & Evaluation |
|------------------------|-----------------|----------------|-----------------------------|-----------------------------|-----------|-------------|------|-------|-----------|----------------------|
|                        |                 |                |                             | Channels                    | Frequency | Information | Type |       |           |                      |
|                        | Very high       | Leading        |                             |                             |           |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                             |           |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                             |           |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                             |           |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                             |           |             |      |       |           |                      |

| External Stakeholder 2 | Influence level | Interest level | Desired stakeholder outcome | Communication, Key Messages |           |             |      | Risks | Resources | Metrics & Evaluation |
|------------------------|-----------------|----------------|-----------------------------|-----------------------------|-----------|-------------|------|-------|-----------|----------------------|
|                        |                 |                |                             | Channels                    | Frequency | Information | Type |       |           |                      |
|                        | Very high       | Leading        |                             |                             |           |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                             |           |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                             |           |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                             |           |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                             |           |             |      |       |           |                      |

| External Stakeholder 3 | Influence level | Interest level | Desired stakeholder outcome | Communication, Key Messages |           |             |      | Risks | Resources | Metrics & Evaluation |
|------------------------|-----------------|----------------|-----------------------------|-----------------------------|-----------|-------------|------|-------|-----------|----------------------|
|                        |                 |                |                             | Channels                    | Frequency | Information | Type |       |           |                      |
|                        | Very high       | Leading        |                             |                             |           |             |      |       |           |                      |
|                        | High            | Supporting     |                             |                             |           |             |      |       |           |                      |
|                        | Medium          | Neutral        |                             |                             |           |             |      |       |           |                      |
|                        | Low             | Resistant      |                             |                             |           |             |      |       |           |                      |
|                        | Very low        | Unaware        |                             |                             |           |             |      |       |           |                      |

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